

[28 November, 2006]

RAJYA SABHA

only on receipt of completion/utilization certificate in respect of the installment released earlier for it.

### **Incredible India Campaign**

683. SHRIMATI SYEDA ANWARA TAIMUR:  
SHRI VIJAY J. DARDA:

Will the Minister of TOURISM be pleased to state:

(a) whether it is a fact that the high-profile campaign Incredible India launched by Government do not contain any information about World Heritage Sites like Ajanta and Ellora Cave, Taj-Mahal look-like Bibi-Ka-Maqbara and recently discovered 50,000 year old meteorite impact Lonar Crater;

(b) if so, the details thereof and whether Government propose to include a convincing mention about these Monuments in Incredible India future campaigns; and

(c) whether suitable illustrated and attractive display of these monuments will be made in dedicated booklets, pamphlets, etc. to be distributed through Tourist Offices, functioning abroad and in India?

THE MINISTER OF TOURISM (SHRIMATI AMBIKA SONI): (a) to (c) The Ministry of Tourism, Government of India through its Incredible India campaigns continuously projects various world heritage sites in India including Ajanta and Ellora Caves. In addition, publicity material containing information on Aurangabad, Ajanta-Ellora, Bibi-Ka-Maqbara and Lonar Crater have also been produced for distribution to tourists through our offices in India and abroad.

### **Funds for Toursit Circuits**

684. PROF. ALKA BALRAM  
KSHATRIYA:  
SHRIMATI SHOBHANABHARTIA:

Will the Minister of TOURISM be pleased to state:

(a) whether the Cabinet Committee on Economic Affairs (CCEA) approved merger of the Integrated Development of Tourist Circuits Scheme and the Product/Infrastructure and Destination Development Scheme;

(b) if so, whether Cabinet Committee also raised the capacity on the Centre's contribution for development of destinations from Rs. 5 crore to Rs. 25 crore and that of circuits from Rs. 8 crore to Rs. 50 crore for selectively identified circuits and destinations based on tourist traffic; and

(c) if so, by when this scheme is likely to be implemented?

THE MINISTER OF TOURISM (SHRIMATI AMBIKA SONI) : (a) and (b) Yes, Sir.

(c) The scheme is operational for implementation of mega tourism projects subject to *inter-se* priority and availability of funds.

### **Promotion of tourism in rural areas**

†685. SHRI DHARAM PAL SABHARWAL : Will the Minister of TOURISM be pleased to state:

(a) the target fixed by Government under various projects for promotion of tourism in rural areas of the country in the ensuing three years and the details of progress made so far in this regard;

(b) whether it is a fact that progress of these projects is far behind their target; and

(c) if so, the steps being taken for achieving the said target?

THE MINISTER OF TOURISM (SHRIMATI AMBIKA SONI) : (a) Ministry of Tourism has been working towards development and promotion of identified rural sites having potential for tourism. The projects for tourism infrastructure development and capacity building are sanctioned based on the proposals received from the State Governments for such identified sites. The list of such projects taken up during 10th Five Year Plan is annexed as Statement (*See* below).

(b) and (c) The implementation of the projects sanctioned is the responsibility of the State Government concerned. However, the monitoring of the implementation of sanctioned projects is done regularly to ensure timely completion.

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†Original notice of the question was received in Hindi.